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RECRUITER

United States Army Recruiting Command May 2010

Journal



Struggling
on Recruiting
Duty

page 18

LOCAL HERO
Sergeant Jason Mike

I WILL NEVER LEAVE A FALLEN COMRADE.

Hometown: Radcliff, Kentucky
High School: Central Hardin High School
Combat Unit: 503rd Military Police Battalion,
16th Military Police Brigade
Duty Unit: 20th Special Forces Group
Awards: Silver Star, Army Commendation Medal
Badges: Combat Action Badge, Basic Aviation Badge,
Expert Marksmanship Badge

SPC Jason Mike and fellow Raven 42 squad members raced to counter an attack by Anti-Iraqi Forces (AIF) on a supply convoy they were shadowing south of Baghdad. Outnumbered five to one, Mike's MP squad took heavy fire from the entrenched enemy, wounding two of his Soldiers. SPC Mike bravely faced a determined enemy, putting the mission and his team ahead of himself. He instinctively pulled the injured to the cover of their vehicle and treated their wounds. Grabbing an M249 machine gun in one hand and an M4 rifle in the other, Mike fired back at the AIF from both sides, eliminating the enemy threat. Afterward, he returned to his squad and continued treating the Soldiers' wounds. Mike's bravery and quick action saved three injured Raven 42 members and prevented catastrophic loss to his unit.

Read more at www.americasarmy.com/realheroes.

12

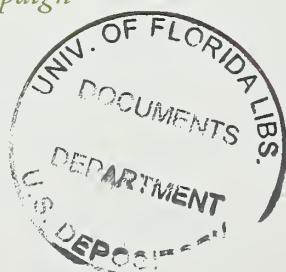
FLARE

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RECRUITER Journal

U.S. Army Recruiting Command

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The Recruiter Journal (ISSN 0747-573X) is authorized by Army Regulation 360-1 for members of the U.S. Army Recruiting Command. Contents of this publication are not necessarily official views of, or endorsed by, the U.S. Government, Department of Defense, Department of the Army, or the U.S. Army Recruiting Command.

The Recruiter Journal is published monthly by the U.S. Army Recruiting Command Public Affairs Office.

Send submissions and correspondence to Editor, Recruiter Journal
ATTN: RCMEO-PA
Building 1307, Third Avenue
Fort Knox, KY 40121-2726.
Phone: (502) 626-0172, DSN 536.
E-mail: RJournal@usarec.army.mil.
www.usarec.army.mil/hq/apa/journal.htm

Deadline for submission of material is the first week of the month prior to publication.

Printed circulation: 13,200.

Periodicals postage paid at Fort Knox, Ky., and at additional mailing office.

POSTMASTER - Send address changes to:
Cdr, U.S. Army Recruiting Command
ATTN: RCMEO-PA (Recruiter Journal)
1307 Third Avenue
Fort Knox, KY 40121-2725

Feedback: We want to hear from you. Send your comments, ideas and story suggestions to the editor at julia.bobick@usarec.army.mil.

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Ready for Summer?

We are entering into what is typically a very productive and hectic time of year for us – one that requires added focus and diligence. In most areas, school is ending and students have their sights set on summer fun. We need to ensure we are following all our graduating seniors who are scheduled to ship to training in the coming months, and contacting all our juniors before they escape for the summer break.

Future Soldier Training Program management will be critical as we enter the summer months and continue to maximize the use of the 14-month enlistment option to build the Fiscal Year 11 entry pool. We must keep our Future Soldiers engaged and motivated through fun activities and challenging training events. Ensure they know about and are using the Future Soldier Center online to meet fellow Future Soldiers across the country who will ship at the same time or share the same MOS and develop friendships before they report for training.

In addition, ensure your Future Soldier spouses and families are aware of the FSC Family Information Center online to answer their questions and meet other Future Soldier spouses. This center – staffed by four Army spouses with a wealth of experiences – is a great resource. You can read more about it on pages 20-21.

This month also begins changes at Fort Knox that won't likely affect most of you in the field, but will have an impact on our headquarters staff and our installation. Accessions Command is in the process of

moving its headquarters here in the new Human Resources Center of Excellence, and the building that will house them will be dedicated the first week of June. In addition, some of our staff functions will move to our higher headquarters in an effort to consolidate

service and support to both our command and Cadet Command, which is also moving to Fort Knox.

Although it's a busy time, it is also important for us to make a plan to relax and spend quality time with our families and friends when children are out of school. It is a priority for me, and it should be a priority for you, as well.

We all need to take a break from the daily grind from time to time for our own well-being, as well as the health of our family and personal relationships. The summer weather and upcoming holidays present many opportunities for us to take time and enjoy ourselves. I encourage everyone to take advantage of these breaks as often as possible.

As you embrace the summer sun and prepare for family fun and road trips, keep in mind that this is also a high-risk time of year when the Army experiences notable increases in off-duty accidental fatalities.

It is not only our mission here in USAREC to provide the strength for our Army, it is also our mission to look out for one another and our families, and, in doing so, keep our team Army Strong. Implement risk planning and assessment tools to ensure you enjoy a safe summer! Army Safe is Army Strong!

Hooah!



Recruiter Incentive Awards Program Being Redesigned

USAREC G3

Recruiting Command is developing a new recruiter recognition program that will replace the current recruiter incentive awards program in Fiscal Year 2011.

Beginning in October, recruiters will no longer earn points for incentive awards based on production; they will earn recognition based on their tactical and technical proficiency.

All recruiters and commanders will continue to earn the Basic Recruiter Badge at the completion of their initial course at the Recruiting and Retention School. USAREC will no longer award Gold Badges, Recruiter Rings or Glen E. Morell Rings or Medallions, however those who have already earned the awards are authorized to wear them.

Soldiers assigned to recruiting will instead be able to earn a Master Recruiting Badge, similar to earning an Expert Field Medical Badge or Expert Infantryman Badge, through demonstrated tactical and technical proficiency at their jobs. The Master Badge is in the approval process through Department of the Army and the

Institute of Heraldry.

Noncommissioned officers working on earning a ring or medallion should set a goal to achieve that level before Oct. 1.

USAREC Regulations 672-10 Recruiting Incentive Awards and 672-13 Annual Awards program are being combined by G3 into what will be the USAREC and DA Recruiter Recognition Program.

In addition, G1 staff is writing the guidance that will need to be added to Army Regulations 670-1 Wear and Appearance of the Army Uniform and Insignia and 600-8-22 Military Awards, as well as revising the USAREC Supplement 1 to AR 600-8-22.

This change will not affect USAREC's FY 10 individual or unit awards scheduled to be presented during October's Annual Leaders Training Conference.

The potential impact to the battalion human resource assistants (military) who handle the awards program has not yet been determined. USAREC Headquarters staff members are reviewing courses of action.

More details will be provided in next month's issue.

Mission Change

The Fiscal Year 10 Army Reserve mission was reduced from 20,000 to 17,000 April 6. The active Army mission remains at 74,500.

Regular Army First

The Regular Army First enlistment option allows non-prior service applicants to enlist in the active Army for three years plus training and then complete the remainder of their eight-year service obligation in the Army Reserve or National Guard. This program, suspended in June 2009, was reinstated in April.

Inappropriate Actions With Future Soldiers

USAREC Regulation 600-25, Prohibited and Regulated Activities, effective Feb. 15, 2009, applies to and is binding on all military and civilian personnel assigned, attached, detailed, or on temporary duty with the USAREC.

Failure by any USAREC personnel to comply with its provisions may subject Soldiers to disciplinary action under the Uniform Code of Military Justice and civilian employees to disciplinary or adverse actions under federal law and regulations. USAREC personnel should review Chapter 2 of UR 600-25 to determine their right and left limits.

14-Month Delayed Entry

High school students graduating in 2011 may now be granted an extended period in the Delayed Entry Program for up to 14 months.

All applicants enlisting under the 14 month DEP must have written approval by the recruiting battalion commander before arriving at the MEPS. Reference USAREC Msg 10-114.

Advertising Update

Keep up with Army advertising and marketing information online through the Marketing and Recruiting Update Web site: www.armynewslettter.info. Visitors must have an army.mil e-mail address to view the site.

DID YOU KNOW?

Leaving USAREC?

Don't Forget to Change AKO E-mail Forwarding

Soldiers about to end their recruiting tour are reminded to change their AKO e-mail forwarding if it has been forwarding to their USAREC e-mail address. There is no automatic e-mail update for AKO as Soldiers change units/duty stations.

The trouble begins when Soldiers leave USAREC and fail to cancel the e-mail forwarding. When the Army continues to send important messages about pay, orders, or other personnel actions the messages will go first to the AKO e-mail address and immediately will be forwarded to a now-invalid USAREC e-mail address. When the message hits the USAREC server, it bounces back to the sender as undeliverable. Head off trouble by changing AKO e-mail preferences before PCSing.

Recruiting ProNet - Join the Discussion

ProNet home page: <https://forums.bcks.army.mil/CommunityBrowser.aspx?id=51486&lang=en-US>

Sexual Misconduct

Violates

Army Values

In light of the recent rash of cases of inappropriate behavior initiated by recruiters toward applicants and Future Soldiers, I want to use this month's column to remind every NCO about living up to our seven Army Values every day. Even on your day off, before you step out of your home, think about how you are going to live up to those values in whatever you're doing that day.

Loyalty — Bear true faith and allegiance to the U.S. Constitution, the Army, and other Soldiers. Be loyal to the nation and its heritage.

Duty — Fulfill your obligations. Accept responsibility for your own actions and those entrusted to your care. Find opportunities to improve oneself for the good of the group.

Respect — Rely upon the golden rule. How we consider others reflects upon each of us, both personally and as a professional organization.

Selfless service — Put the welfare of the nation, the Army, and your subordinates before your own. Selfless service leads to organizational teamwork and encompasses discipline, self-control and faith in the system.

Honor — Live up to all the Army Values.

Integrity — Do what is right, legally and morally. Be willing to do what is right even when no one is looking. It is our "moral compass," an inner voice.

Personal courage — Our ability to face fear, danger or adversity, both physical and moral courage.

I'm proud to say that 99.5 percent of our force lives by the Army values every single day and I thank all of you for your honorable service. But it's that .5 percent that just can't seem to get the message and they're hurting all of us, holding us all accountable for their actions.

Since the beginning of the fiscal year, there have been 40 cases of fraternization or unauthorized relationships with an applicant or Future Soldier involving a very small percentage of our force. These cases involve sexting, dating, dining and other intimate activities.

When misconduct like this occurs - in some cases - it shuts down the entire school system and community to the Army. All that trust and confidence the great NCOs before them had built over the years was ruined by one irresponsible act. It can take years to regain that trust and confidence. We just can't afford to do this. This job is tough enough without some knucklehead making it harder, and that's what is happening.

It hurts my heart every time I see a serious incident report involving an NCO who gets into trouble for not living up to our Army Values. I just can't communicate it enough. The day you violate an Army Value, you are no longer a good NCO - you just fell into a different category of NCO.

I don't know why this is happening, but it has to stop and combating this problem is going to take teamwork. If we see



Command Sgt. Maj.
Stephan Frennier

or suspect a battle buddy may be acting inappropriately, we need to immediately take the necessary steps to stop him or her before a violation occurs and before people get hurt. Otherwise, we'll have to deal with it using other measures, whether it's UCMJ, judicial punishment or court martial. We'll deal with each charge on a case-by-case basis. Some cases will be out of our hands, tried in the civilian judicial system, which does not look lightly on such crimes either. Of course everyone is innocent until proven guilty, but for those who are guilty, shame on them. Some folks could end up getting sent behind bars for years because of one stupid act that could have been prevented had they just thought about those Army Values before they acted.

Every time we violate our values, we not only let down ourselves, but our families and the Army, as well.

If we are faithful every day to the values we took an oath to uphold, then we won't see NCOs getting arrested or reprimanded for inappropriate relationships or any other violations, such as driving under the influence or losing a laptop due to negligence.

In living steadfast to the Army Values, we just can't go wrong. Hooah!

Humor Enhances Happiness Health Success

By Chaplain (Lt. Col.) Doug Peterson

A man went to the police station wishing to speak with the burglar who had broken into his house the night before.

"You'll get your chance in court," said the desk sergeant.

"No, no, no!" insisted the man. "I want to know how he got into the house without waking my wife. I've been trying to do that for years!"

Humor.

Last month I told the story of Dave Roever, who was horribly burned and scarred after a white phosphorus hand grenade exploded six inches from his head while on a mission in Vietnam in 1969. He subsequently underwent numerous surgeries and persevered through years of difficult, painful adjustments in the recovery process. Anything but funny.

However, anyone who has heard Roever give a public presentation — as he has frequently done in the past 30 plus years — knows that he is a funny guy. Everything from his artificial ear to his facial scars to his rehabilitation process serves as a ripe topic for humor.

Dave has tapped into a very powerful tool in dealing with stress and adversity.

We've known for a long time that humor can effectively reduce tension. But only in recent years has science empirically demonstrated the physiological benefits of laughter and even its anticipation.

For example, in 2008, the results of a study* found that merely anticipating a laugh can jump-start healthy changes in the body. Researchers found that those who entered a humor zone had reduced levels of three stress hormones. Why is that important? Because, as the researchers noted, persistently elevated stress hormone levels in the blood, as happens under chronic stressful situations, have been linked to a weakened immune system.

A key component to personal resiliency is the ability to laugh. You and I may not be able to change the circumstances that we find ourselves in. In fact, they may be downright painful and discouraging. And I certainly do not want to minimize the severity of the issues that we oftentimes face. But do we have the ability to occasionally step back and laugh at the absurdity of what we are going through or have gone through? Or can we allow others around us to interrupt our natural preoccupation with the negative with doses of levity?

During my 6th Brigade time I enjoyed making frequent visits to recruiting stations. As I made the rounds, I would assess the well-being of a station by asking myself two questions. First, do I sense teamwork happening? And second, do I discern a sense of humor in the exchanges between the members of the station?

More often than not, the stations where humor was a way of life were successful stations. Not only did the recruiters generally make mission, but they were also happier and healthier in the process.

So, as you individually or collectively deal with the serious challenges of life's experience, be sure not to starve your ability to laugh. You will be better for it.

* <http://www.webmd.com/balance/stress-management/news/20080407/cut-stress-by-anticipating-laughter>

PaYS Partners Exposed to Army Training

Story and photo by Fonda Bock
Associate Editor

I'm kind of amazed that four people sit in such close quarters. I can't imagine that people spend extended periods of time in there. Super tight for people," said Elizabeth Chestnut, business developer for Avision IT and Healthcare Services out of Harrisburg, Pa.

"Someone who'd been a Soldier was telling me the longest period of time he'd been in without coming out was 52 days, that as a team, they lived in there for 52 days. I cannot imagine the teamwork it would take to get along for 52 days," said Carol Kratz, senior recruiter for Cox Communications out of Phoenix, Ariz.

Both women are talking about the very small, 5 foot by 6 foot space Soldiers cohabit inside the M-1A1 and M-1A2 tanks while on deployment.

The women took advantage of the rare opportunity to climb down the hatch into the heavily armored vehicles while at Fort Knox, Ky., last month for the annual PaYS conference. This year partners learned about advanced individual training and how tank mechanics learn to maintain the M-1A1 and M-1A2. They also listened to presentations by a battalion commander and professor of military science.

In the 10 years since the program began, thousands of former Soldiers have found jobs through PaYS, said Bob Qualls, program manager for PaYS.

"It's not a guaranteed job, but it's a preferred guaranteed interview, which may not sound like a lot to a lot of people, but today with unemployment like it is and

the number of people flooding employers with all kinds of resumes, just getting an interview is a pretty significant step. Because if you can get in the door and sit across the table face to face with somebody, you have a much better chance of selling yourself than just looking at a resume."

Union Pacific Railroad, which has been a PaYS Partner for five years, is looking to fill 100 positions for installation techs right now. The company is also going to be hiring diesel mechanics and diesel electri-

them. They're drug free, educated and motivated. They know what it means to relocate. To be promoted in our company, you're going to have to move around. Those are the type of applicants we get from this program and so we open our arms to having these people."

New PaYS Partner, Gleaner Life Insurance Society, joined in September. Company president and CEO Ellsworth Stout said he joined PaYS because over the next 10 years Gleaner is going to lose a lot of financial planners through retirement and he's seeking out pipelines to search for future employees.

"It's been in our industry that you have to talk to about 100 candidates to boil it down to 10, where you maybe hire three and retain one," said Stout. "Those are heavy odds. So now with this exposure that we'll have through the PaYS program and the web, and the opportunity for these candidates to see who we are, maybe they'd like to explore [us] more. We're looking at a more qualified candidate. If we're talking about a college graduate coming out as second lieutenant, you're talking about a person who's well educated for our business and has leadership ability. And that doesn't exclude NCOs, but right now we're concentrating on the ROTC program."

Currently, there are 349 PaYS partners, which include Fortune 500 and 1000 companies and public sector agencies such as Caterpillar, Southwest Airlines, Sears, T-Mobile and the Kentucky State Police.

About 50 companies and public agencies join the partnership every year.

For the complete list of partners, visit www.armypays.com.



Carol Kratz, Senior Recruiter for Cox Communications and other PaYS Partners look down the hatch of an M-1A1 tank in April at Fort Knox, Ky., during the annual PaYS conference.

cians in the not too distant future. Ken Kuwamura Jr., senior recruitment manager for Union Pacific, said the Army provides them with quality applicants.

"Number one, they have the work ethic, they know they've got to show up for work every day. Number two is safety, injuries on the job. [Those] numbers fall with these kinds of people. These people come with safety in mind. They have natural leadership abilities that have been instilled in



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Non-Flash Version

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Goarmy.com going bilingual

U.S. Army Accessions Command G7

Goarmy.com is going bilingual – at least partly. Before the end of May, the Army is launching an enhanced Spanish-language site dedicated to teaching Hispanic influencers about Army opportunities.

The site, www.goarmyespanol.com, is not designed as a translation of www.goarmy.com, but rather focused on key information relevant to the Hispanic audience.

Goarmy.com's current Spanish-language content consists of an online business response card, a printable fact sheet and a few videos and pages embedded in the "For Parents" section of goarmy.com.

While the current site is perceived largely as a site of printable PDF information—mainly just text—the new site will have more videos, be more user friendly, include improved functionality and sharing, and be more accessible.

"Goarmyespanol.com is not a complete translation of goarmy.com," said Lt. Col. Andre Dean, U.S. Army Accessions Command G7 digital division chief. "It's a process of continu-

ously improved communication of the Army story to families of prospective recruits so they can better understand the benefits, the individual stories, and the career and professional growth opportunities."

There are four main goals for the site, Dean said, and many of them will involve videos and Soldier stories—not just a PDF of "need to know" information.

"We want to address barriers—talk about subjects that might concern parents—to generate awareness of Army opportunities, to drive positive associations with the Army, and to facilitate recruitment efforts," he said.

From training with the newest high-tech equipment, to personal experiences that teach pride and earn respect, Soldiers from across the Hispanic community continue to reenlist in the Army and take advantage of the education and career opportunities.

Dean said that goarmyespanol.com will allow prospective recruits and their parents to read about the experiences of Hispanic Soldiers as examples of what opportunities the Army has to offer.

Pinnacle Center Celebration

*Story and photos by Lee Elder
Nashville Battalion*

The new Elizabethtown, Ky., Army Recruiting Center got a first-rate grand opening April 9 when a number of local and regional community leaders joined Maj. Gen. Donald M. Campbell Jr., USAREC commanding general, for a tour of the center. Representative Brett Guthrie, who represents Kentucky's 2nd District in Congress, was the keynote speaker for the event.

"Great armies begin with great people," Guthrie said. "Great people begin their military careers by walking through these doors."

A 1987 West Point graduate, Guthrie said he enjoyed his time in the Army serving mostly with the famed 101st Airborne Division. He directed many of his comments toward the formation of Future Soldiers who were standing in front of him.

"You are part of an elite group," Guthrie said. "You're going to have a great experience."

The center is the focal point of the Radcliff Recruiting Company's ongoing participation in the Pinnacle reorganization. The facility now provides support to areas previously covered by three recruiting stations that were closed in recent weeks.

Campbell took note of this in his remarks. He said the new station with its "cutting edge" design and enhanced use of tech-

nology like video games and multimedia presentations would be a pattern for the command's stations worldwide.

"This center symbolizes change," he said. "We want to be good stewards of our resources so that not one dollar is wasted."

There is also great change inside the new center. It is being manned not only by Soldiers, but by civilian employees who will take the administrative burdens often associated with recruiting off the Soldiers.

So far, the company has thrived in its recruiting efforts throughout central Kentucky, according to Maj. Byron Trexler, Radcliff company commander. Trexler said the Soldiers and civilians have quickly bonded as they were united by a common mission.

"It's a team effort," Trexler said. "They work in tandem with our uniformed personnel."

The center itself has been a great asset, Trexler said.

"It helps having a facility that they can walk into and feel comfortable. They will not be intimidated or feel that they need to have sort of a mental shield around themselves."

The center's corporate feel has fostered an already good relationship between local recruiters and the surrounding communities. The technology allows prospective Soldiers to get a truer picture of Army life.

"They can choose between different ways to find out about the Army and with that process it has allowed people to come in, talk to us and call their friends," Trexler explained. "We have gained quite a bit of a walk-in market that did not exist before."

"All in all, I'd say that the facility is very, very effective in the terms of it how it looks and what it conveys to prospects."



ABOVE: Congressman Brett Guthrie tries his hand at the America's Army video game assisted by Nashville Battalion Command Sgt. Maj. Lindsey G. Streeter Sr. during the Elizabethtown Recruiting Center's April 9 grand opening ceremony. RIGHT: Guthrie shakes hands with Sgt. 1st Class Antionette Pitts and the rest of the center's recruiters, staff and Future Soldiers during his visit.



Facebook FAQs

By Mark J. Howell
USAREC Public Affairs

Increase traffic to your page by being a know-it-all.

As we continue to move into the future of social networking use within the command, we're all learning new ways to being more efficient and effective with our pages.

An independent communications consulting firm recently conducted a study of military Facebook pages. The results were surprisingly optimistic for us, stating that the Army is doing a better job than many civilian organizations in the way they use Facebook and other social networking tools.

There were, however, a number of areas they highlighted that could use improvement. This month we'll discuss one of them.

- 84 percent of pages viewed had no interaction at all with fans.
- Only one in 12.5 questions asked on recruiting pages were answered.
- 87 percent of recruiting pages had no "Frequently Asked Questions" tab to answer simple queries from prospective recruits.

As you can see in the stats above, we're missing a huge opportunity to share information.

Most pages I've seen do a good job of posting items that are relevant to their areas and the Army, but we need to become more interactive. For example, instead of posting only a link, photo or video, try posting with it a question or a personal experience. Just a little bit of personalization will get your page added interest and elicit interaction.

The key to effective social networking is open and two-way communication, so if you get a response, acknowledge it with a response of your own if it calls for one, which brings me to my next topic.

As I've mentioned before, your pages are an open-door on the web for those who are interested in the Army but might be scared or uneasy about going into a recruiting station. On occasion, these people will ask about the enlistment process, eligibility, and what it's like to serve.

When you get questions like these, you should answer them immediately. By doing so, you are helping that individual get information, but everyone else who views your page might also learn something from your response. Who knows, your willingness to answer their questions may even get them away from the computer and into your station!

Currently, I'm working on a standard "Frequently Asked Questions" tab for the command that will be a great reference tool to answer a lot of day-to-day queries you may receive. Once I have it complete, I'll discuss how to get it set up on your page in a future issue of the Recruiter Journal.

In the meantime, be sure to answer the questions that come up on your page. You can also create a "Discussions" tab at the top of your page, and save the questions you receive and answer as a topic for reference.

If you would like to take a look at the study referenced in this article, you can find it at the following link: http://www.jansoncom.com/assets/files/Military_Facebook_Study_March2010_final.pdf. There are a lot of good insights you can pick up from it, and I will be referencing it quite a bit in upcoming articles.

As always, if you need any assistance with your pages, feel free to e-mail me at mark.howell@usarec.army.mil or call (502) 626-0167.



The U.S. Army Every fallen service member who arrives into Dover Air Force Base is greeted by a team of personnel, committed to giving each of our service members the welcome home they deserve. Read today's post at Army Live to get one Soldier's take on "Dover Duty." And let's take a moment to remember and thank our service members who have sacrificed so much to preserve our freedom and way of life. <http://bit.ly/9xSKst> on Tuesday.

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[+ Start New Topic](#)

Displaying topics 1 - 31 out of 601. See All Topics

Appreciation BBG 8/6/10

2 posts. Created on March 23, 2010 at 8:11am

Latest post by Matt Bozarth
Posted 6 minutes ago

2007 Slaughter of Journalists in Iraq, by US troops in an Apache helicopter

6 posts. Created on April 6, 2010 at 3:47pm

Latest post by Dale Brown
Posted 58 minutes ago

Ban on Gays serving Openly

2130 posts. Created on February 2, 2010 at 10:05pm
Page 1 2 3 4 5 6 7 8 9 10 11 ... Last Page

Latest post by Lacey Brooks
Posted 9 hours ago

what is the army like

18 posts. Created on March 7, 2010 at 3:02pm

Latest post by Jason Perry
Posted 9 hours ago

leave charges

12 posts. Created on April 7, 2010 at 7:19am

Latest post by Carrielouise Kellehear
Posted 9 hours ago

Can you go other country?

9 posts. Created on February 13, 2010 at 10:52am

Latest post by Jonathan Jensen
Posted 11 hours ago

Questions for any 74D

24 posts. Created on November 23, 2009 at 9:33am

Latest post by Charlie Vargas
Posted 11 hours ago

ship date, mos, and bct location?

66 posts. Created on January 31, 2010 at 11:40am
Page 1 2 3

Latest post by Junior Brewer
Posted 12 hours ago

ANY 15W out there?

1 post. Created 14 hours ago

Latest post by Ben O'Shea
Posted 14 hours ago

Army Vets can try GameFly for 21 Days FREE

2 posts. Created on April 6, 2010 at 8:27pm

Latest post by Kevin Sullivan
Posted 20 hours ago

May 3, 2010 BCT at Fort Jackson

4 posts. Created on April 6, 2010 at 11:02pm

Latest post by Tyler Sigler
Posted 23 hours ago

19d vs 13f

6 posts. Created on April 6, 2010 at 8:40pm

Latest post by Jason Perry
Posted on April 6, 2010 at 11:04pm

LOCAL HERO

Sergeant Jason Mike



I WILL NEVER LEAVE A FALLEN COMRADE.



Our Army is made up of the diverse ethnic and cultural background of our country, and every aspect of our marketing communications should echo this, even at the ground level.

As discussed at the recent USAREC G7/9 Conference, one of the best ways to achieve this is to "localize" recruiting stations, which has begun at the Pinnacle stations.

Stations should not only reflect and represent the Army brand but also showcase the local community.

One way to localize is to rotate profiles of local heroes and Future Soldiers on a plasma screen recognizing outstanding youth. Visitors will see community members who have chosen to defend their country. Even photos of local COIs can be posted as a demonstration of the local community's support for the Army's efforts.

To recognize local high schools, mini helmets in the school colors can be placed inside and outside stations. Posters, pennants and other branded materials can be used to celebrate the local community.

If your station has access to a television near the entrance, an ongoing reel of Future Soldier images and captions can also be created in PowerPoint and played on a loop. Create a monthly calendar highlighting upcoming conferences and events the recruiters will attend. This will emphasize how involved the Army is at the local level.

One great option to help personalize your station is to use the local hero poster. The poster at the left was developed for the Elizabethtown, Ky., recruiting station.

Much like a casino highlights local big winners, the local hero poster should capitalize on Soldiers who have distinguished themselves who were recruited from your station.

The poster will be delivered in a template format but given the GPO printing restrictions, stations will either need to go through this office or utilize their MUPA account for the one-off prints to be displayed in station.

Stations are encouraged to start doing the research now to identify potential candidates for their local hero posters. Don't limit your criteria to those who performed heroically in theater, a local hero could also be a leader in their community.

As you develop potential candidates, try and collect photography that could be used in the production of the poster. As always, look for dynamic photographs that are high resolution.

Lastly, the recruiter station merchandising that arrived in spring 2009 should remain posted in every station; it is a strong representation of the Army brand and should be showcased at all times.

Connecting with the community through localized branding will demonstrate the Army's dedication to the local area, helping to ensure prospects, influencers and COIs understand the Army's ongoing commitment to the community and its core values.

To assist with localization efforts, G7/9 is creating a localization catalog to illustrate local branding options and provide information on how to obtain these materials.

If you have any questions on how to localize your recruiting station, please contact Steve Lambert, G7/9 local marketing chief, at (502) 626-1919 or steve.lambert@usarec.army.mil.

Amanda Huneke Wagner is an account executive with Weber Shandwick, the Army's public relations partner on the Army Strong recruitment campaign and part of the McCann Worldgroup.

Hometown: Radcliff, Kentucky
High School: Central Hardin High School
Combat Unit: 503rd Military Police Battalion, 16th Military Police Brigade
Duty Unit: 20th Special Forces Group
Awards: Silver Star, Army Commendation Medal
Badges: Combat Action Badge, Basic Aviation Badge, Expert Marksmanship Badge



SPC Jason Mike and fellow Raven 42 squad members raced to counter an attack by Anti-Iraqi Forces (AIF) on a supply convoy they were shadowing south of Baghdad. Outnumbered five to one, Mike's MP squad took heavy fire from the entrenched enemy, wounding two of his Soldiers. SPC Mike bravely faced a determined enemy, putting the mission and his team ahead of himself. He instinctively pulled the injured to the cover of their vehicle and treated their wounds. Grabbing an M249 machine gun in one hand and an M4 rifle in the other, Mike fired back at the AIF from both sides, eliminating the enemy threat. Afterward, he returned to his squad and continued treating the Soldiers' wounds. Mike's bravery and quick action saved three injured Raven 42 members and prevented catastrophic loss to his unit.

Read more at www.americasarmy.com/realtheroes.

Local Heroes,
Branding
Help
Connect to the
Community

By Amanda Huneke Wagner
Weber Shandwick

Pilot Printing Program Allows Recruiters, ROTC Instructors to Localize Brochures, Posters

By Jerry Merideth
U.S. Army Accessions Command G7

The rubber stamp used to add names and phone numbers to pamphlets and posters is fading away, replaced by digital printing that provides wider personalization and fast delivery.

For years, recruiters and ROTC instructors have asked for a way to localize print items with contact and local event information.

It's a simple idea — tailor content to an event or group and include name, phone number and address of the local recruiting station or Reserve Officers' Training Corps (ROTC) department. That hometown touch is pretty powerful in terms of boosting response to local marketing efforts, according to recruiters and ROTC instructors.

Efforts are underway to field an online order system that will allow the field to get brochures needed to support the mission but out-of-stock at the Accessions Distribution Center (ADC).

The pilot program is being fielded at Cadet Command's 6th Brigade. Brochures and posters have been ordered and shipped to the 6th Brigade's ROTC departments in the Southeastern United States. Lessons learned will be used to improve and launch the program across the command.

The online catalog includes separate landing pages for USAREC and ROTC, with online views of print products available for order. Included are popular RPI versions and some new formats developed for online personalization. ROTC versions also allow the use of school logos where permitted by colleges and universities. Expanded customer service features include online assistance, ability to submit questions or make suggestions, and a list of frequently asked questions and answers.

The online products are meant to complement, not replace the stocks of generic items kept at the ADC. Personalization provides the local touch needed to pique the interest of potential future Soldiers, family members and community influencers, however not every event is appropriate for personalized pamphlets and posters. Generic ADC items remain available for distribution at large events and high traffic areas.

The online catalog was developed in partnership with the Document Automation and Production Service (DAPS), a branch of the Defense Logistics Agency. Local printing and reproduction must be coordinated through DAPS under AR 25-30.

The catalog design is built to be easy to access with an online order system that's quick and simple. Though not intended to replace the large volume order process, the AAC local print option has some robust qualities.

Base quantities are 25 brochures per order or five posters per set. Delivery is by FedEx, and includes tracking information. Price is tied to delivery with one-, three- and five-day production and delivery schedules. Costs are competitive or below industry averages charged for similar print products on the local economy. DAPS is a non-profit, government agency that doesn't include a surcharge.

Coordination is underway to field the capability with the support of Cadet Command and USAREC. Team members from Accessions Command recently traveled to 6th Brigade's new ROO training and the USAREC G7/9 Conference to provide briefings.

Continued support from the field is needed to make the program work. Names, Accessions Command e-mail information, and addresses for users, reviewers and approvers must be preloaded into the system. That information is tied to government credit card data for local marketing budgets to fund online orders. During fielding, recruiters and ROTC instructors will be provided with training and online assistance covering how to log in and place orders.

Feedback from recruiters and ROTC cadre will be used to add features, creative versions and improve the online catalog. Officials hope to expand the capability to provide a wider range of personalized materials to support the ROTC and USAREC accessions missions.

Upcoming improvements include adding vinyl banners that can be personalized with local event and contact information and ROTC leads cards that can include school logos.

Recruiters could see the program initially launched in USAREC as early as next month.

Delivery Schedule	Cost per set or unit
Posters 5 per set	1 day \$22.50
	3 days \$18.75
	5 days \$15.00
Brochures 25 per set	1 day \$26.25
	3 days \$22.50
	5 days \$18.75



WARRIOR ETHOS
I WILL NEVER LEAVE A FALLEN COMRADE.

goarmy.com

How to Effectively Advertise Events at No Cost

By Sgt. 1st Class Charles Honaker
Accessions Support Brigade

As a recruiter or station commander you may ask yourself, "How can I support my events on a limited budget?"

Most of us will make the best of the situation and start rummaging through the supply closet to see what we can find.

The first thing that comes to light is an out-of-date banner. Then we dust off that odd shaped bag in the corner to reveal an even older pull-up banner. After realizing neither is going to work, we see a large tube up on the top shelf. Is that it? Will this be the solution to my problems? No, it is another ancient system with a message that doesn't even apply to my recruiting area. Really, who thinks of this stuff?

The Managed Unit Project Account (MUPA) is the answer to the problem. What is MUPA and how can it help you?

MUPA is a program run by the Accessions Support Brigade (ASB) at Fort Knox, Ky., that produces customized branding and advertising products for the recruiting force.

These products range from simple 2 foot by 8 foot banners to custom vehicle window graphics. We can even update that old pull-up banner and display system. The products can be produced to meet whatever advertising needs may arise. It could be as big as the Daytona 500 or as small as the prom at your local high school.

As we have all learned or will learn in recruiting, it's not the size of the event that matters, it's how you recruit at it, and advertising is part of that recruiting effort.

NO COST TO YOU

Now that you have an idea of what MUPA is, I'm sure what you really want to know is, "Where do I get the funds?" The funds — allocations — for MUPA are distributed from Recruiting Command and Cadet Command down to their brigades.

At the brigade level, they are no longer considered funds; they are now allocations. Each brigade is allocated a set number of posters, sandwich signs, clings, banners, and so on. These allocations are ordered by the various commands and sent back to the MUPA manager for production.

All orders must be routed through advertising and public affairs (A&PA) channels and submitted by the brigade A&PA to the ASB MUPA manager.

PLACING AN ORDER

How do you place an order? Start by viewing the catalog online at www.usarec.army.mil/asb/vid/MUPACatalogFY09.ppt.

The first four pages of the catalog give details on what can be ordered and how to customize requests. Most questions can be answered in this section, but for additional assistance e-mail me at charles.honaker@usaac.army.mil. Once you've determined what you want, simply forward your e-mail request to your battalion A&PA.

With most orders, I've found that the requester has trouble conveying his or her ideas for a usable product. Some feel they must do the art work or draw out their thoughts in a two-page e-mail.

To eliminate the extra work on your end, a simple e-mail is all that is needed for most orders. In the e-mail, reference item numbers from the MUPA catalog and provide a brief description of what you need it for. Any extra add-on items like logos, text or photos can be attached to the e-mail.

Once the order is received from the respective brigades by the ASB MUPA manager, a confirmation will be sent back to the requester. You will be contacted if any additional information is needed.

The average turnaround time for orders is 30 to 45 days. If need be, an order can be fast-tracked, though it is limited because of MUPA facility workload.

ITEM CUSTOMIZATION

Be sure you get what you really want and need.

When first viewing the MUPA catalog, most will order exactly what is shown. This is OK, but the examples in the catalog have been developed for general use.

Experience has shown that most will benefit from customizing the products, as show in the examples. With more information, you give potential prospects the opportunity to find out more about Army program.

The MUPA program is not being used to its full potential, primarily because the information has not filtered down to the user.

The need for customized advertising continues to increase and millions of dollars are being spent daily in advertising; some of it coming out of your pockets. The MUPA program fills recruiters' advertising needs and costs nothing but a few minutes of time.

Accessions Support Brigade
9th Cavalry Regiment Ave. Bldg 206
Fort Knox, KY 40121
usarec.army.mil/asb/vid/MUPACatalog-FY09.ppt
502-626-1113



PERSONAL COURAGE

Face fear, danger or adversity (physical or moral).
goarmy.com

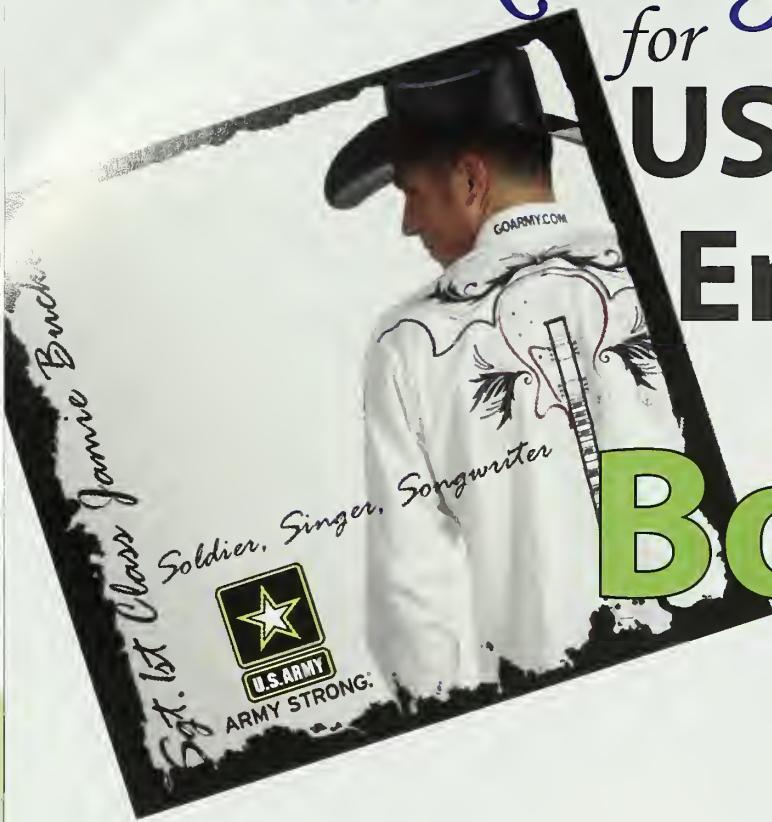
In these images you will see a standard print from the MUPA catalog and a custom print. By simply adding a URL and phone number, the message has transformed from basic to a direct information based link and contact. By doing this you have now given that potential prospect the opportunity to find out more about Army program.

New Marketing Approach for USAREC

Entertainment T

Designed to

Boost Lead



Story and photo by Fonda Bock
Associate Editor

On the album cover of the Army Recruiting Entertainment Team's new CD, country singer Sgt. 1st Class Jamie Buckley sports a black cowboy hat and wears a white western-style type button down shirt that's stitched with black trim and an upside down guitar on the back. In small black letters on the collar is the Web address goarmy.com. Gone are the ACUs and beret.

Buckley is still Army Strong, but for marketing purposes, the entertainment team is now going with a more professional commercial approach. Steve Lambert, chief of local marketing for USAREC, said in light of trying to spark an interest in what all the Army has to offer, it makes more sense to repackage Buckley's image first as a legitimate country western music artist, who also happens to be a Soldier, instead of the current image of Soldier first, musician second.

"Since a significant purpose of the Entertainment Team is to illustrate professional options for Soldiers, his credibility as a true artist resonates stronger with prospects than leading with his Soldier side," said Lambert. "He still wears both hats, but for his brand now, the cowboy hat goes on before the beret."

The new CD, "Soldier, Singer, Songwriter," has 18 songs, 11 of which are new. Two were written by a couple of prominent Nashville song writers.

Having already given out more than 150,000 copies of the first CD, Rhonda Richards, supervisor and manager of the Entertain-

ment Team, said it was time to record some new music to give away to prospects at repeat venues. She says prospects generally line up hundreds deep at the Army booth to get a free CD after filling out a lead card.

The entertainment trailer also has fresh look and the FY 2010 tour schedule includes some new and more prominent venues promising better exposure.

On July 30, the Entertainment Team will play at the Oregon Jamboree in Sweet Home, Ore. Billed as the Pacific Northwest's Premier Country Music and Camping Festival, the three-day event, which is expected to draw more than 150,000 people, draws some of country music's biggest superstars. This year's lineup includes Travis Tritt, The Bellamy Brothers and the Oak Ridge Boys. The Army Entertainment Team is slotted to play just two acts before Keith Urban. Buckley said from an exposure standpoint, that's a big deal.

"Because we're not national acts, [we're] generally scheduled a little earlier in the day [while] people are still trickling in. We play at 5 p.m., and [Urban] is on at 9:15 p.m., so people are going to be there, they're going to be in their seats. So that's just great for the Army, because we've got that audience and they're ours for 45 minutes."

There are plans to conduct a Future Soldier swear-in in front of tens of thousands of people before the Entertainment Team plays. Buckley is also featured on the festival's official Web site.

In addition, the team has a promotional video that's basically an eight and a half minute biography of Buckley, his Army story, family and music, which will be available to all battalion advertising and public affairs offices.

This fiscal year the Entertainment Team will perform about 60 concerts at about 30 different venues, including schools, county fairs and festivals.

To schedule the Entertainment Team for a performance e-mail rhonda.richards@usarec.army.mil or call 502-626-0430

Jeramiah Bolton and Joshua Billo with Uptown Graphics apply the new decals to the USAREC Entertainment Team's trailer.



Entertainment Team Schedule

DATE	EVENT	LOCATION	BATTALION
May 6	Our Community Salutes-Future Servicemembers	Pittsburgh, PA	Harrisburg BN
May 15	Thunder Over Augusta	Augusta, GA	Columbia BN
May 28	2010 Ducks Unlimited National Convention	Dallas, TX	Dallas BN
June 12	Detroit Tigers Game - Anthem	Detroit, MI	Great Lakes BN
June 18	2010 Illinois Girls State Conference	Charleston, IL	Indianapolis BN
June 25-26	Country USA	Oshkosh, WI	Milwaukee BN
July 16	Funfest 2010	Kingsport, TN	Nashville BN
July 30	Oregon Jamboree	Sweet Home, OR	Portland BN
Aug. 6	Everett Aquasox Game - Anthem	Everett, WA	Seattle BN
Aug. 14	Tri-City Dust Devils Pre-Game Concert	Pasco, WA	Seattle BN
Aug. 20	Everett Aquasox Military Appreciation Night Concert	Everett, WA	Seattle BN
Aug. 26-28	The Benton Franklin Fair & Rodeo	Kennewick, WA	Seattle BN
Sept. 2-5	The Kittitas County Fair & Rodeo	Ellensburg, WA	Seattle BN
Sept. 17	The Kentucky Bourbon Festival	Bardstown, KY	Nashville BN
Sept. 26	Sunday In The Country (Tentative)	Columbia, MD	Baltimore BN
Oct. 9	Foothill's Fall Festival	Maryville, TN	Nashville BN
Oct. 16-22	USAREC ALTC	Location TBD	NA

Struggling on Recruiting

Ring Recruiter Turns to Alcohol to Cope With PTSD, Anxiety, Stress

He was waiting for me near the main entrance of the headquarters building, looking at displays of recruiting awards. A field artillery noncommissioned officer with nine years in the Army, eight in the Army Reserve and two deployments to Iraq, Staff Sgt. Jose Reisinger is considered an above average recruiter – having earned his gold badge, recruiter ring and a promotion during his three years in USAREC.

As I walked up to him, he looked like any other Soldier in the building – standing tall with an aura of strength and pride. As he turned to shake my hand, I was met with warm eyes and a charming smile. He had a self-confidence and easiness about him that I expected from someone who's been on recruiting duty for a few years.

Six months ago, however, he painted an entirely different picture. One day Reisinger would be over the top happy and other days he showed up to the recruiting station like a walking zombie, according to Sgt. 1st Class Christopher Lockwood, his station commander at Eagle Ridge recruiting station in Lake Wales, Fla.

Because of Reisinger's past recruiting performance, Lockwood said he initially was not overly concerned.

"Everybody goes through those times when it gets rough and I just figured it was one of those times," Lockwood said. Reisinger wasn't initially exhibiting signs of stress or trouble coping while he was at the office, according to Lockwood.

Despite being successful, Reisinger said he feels that recruiting is not for everyone – and it definitely was not right for him.

"In a way I had gotten into my own world in combat arms – in field artillery; it's something that I love. I like the Army and the Soldier world. I was used to that," said Reisinger, who, when selected, took the advice of fellow Soldiers and extended for three years to complete the tour on recruiting duty. The Soldier skills used on deployments are like instinct, he said, what he had been training on for nine years.

"When I got to recruiting, and the mental stress in recruiting rather than

physical, it just broke me; it really did. It's a whole different kind of stress – I wasn't ready for that. A lot of it was stress I put on myself to be good and to achieve what they wanted from me."

It was an added challenge – and stress – to be outside of the "Soldier world" living in the civilian community with the pressure of representing the Army 24/7, as well as being a single Soldier in a station of mostly married Soldiers.

"Talking to these kids and people in the community, for whatever reason, was terrifying and mentally stressful for me."

Reisinger said that he began struggling just a few months into his recruiting tour. With the stress came the bad dreams and flashbacks of his deployments. Alcohol became his means of coping early on, but he was able to keep it mostly hidden – until he hit a sort of a "dry spell" after the end of the fiscal year.

"From a combat arms point of view – failure was not an option. That just added to the stress. I was doing what was asked of me – making the contacts – but I just wasn't finding anyone."

His drinking became progressively worse – from weekends to every night of the week, and eventually he said he felt like he needed it to function every minute of the day.

"I was blinded by it. I didn't think it affected me; I actually thought it kind of helped me when I was out talking to people," said Reisinger, who said much of those months are cloudy in his memory.

When Reisinger's drinking, mood swings and outbursts began to affect the work environment, assistant station com-

mander Sgt. 1st Class Steven Alfaro said he realized he had to take action and alert the company leadership. He said the other recruiters were becoming very annoyed with Reisinger's unpredictable and sometimes aggressive behavior.

Because this was the first time Reisinger had gotten into trouble, the company commander opted to recommend Reisinger for outpatient treatment instead of disciplinary action, and then took him off mission for a period of time after he returned to the station. It wasn't enough; he still wasn't able to cope.

"I knew I had something wrong, but I didn't know what to do for myself to get the assistance I needed," said Reisinger, who was struggling with personal relationship issues, as well as the recruiting challenges.

Reisinger said he doesn't know what kept him from taking his own life.

"I didn't feel like it was worth it anymore. There was no getting out of it; no escape. I knew I was in danger. But the fear of being perceived as weak, the fear of being possible reprimanded or punished. I pretty much had to be tackled and taken in."

The fear of being possibly reprimanded or punished became very real one morning in mid-January during a visit by the company commander and first sergeant. Reisinger had a blood alcohol level well above the legal limit and had brought a flask to work.

"He was real concerned about how he was going to be viewed – that our opinion would be less of him. We made sure and confirmed through our actions that what we said was real," said Lakeland Company 1st Sgt. Tony Conyers. "It was an entire team effort to make this happen."

By his whole team coming forward, Company Commander Maj. David Wilson said they were better able to help Reisinger.

"I knew he was a good Soldier – his behavior was not like it had been just a few months ago. I wanted to know why,"

Duty

By Julia Bobick
Editor

“I made it look so good that no one thought I had an issue when I went home every night. I just want to be able to keep others from going through what I have. If I can help just one Soldier, it’s worth it.”

said Wilson, who got on the phone with Reisinger to call Military OneSource to ensure they understood the severity of the problem and got him the help he needed. “I wanted to know what was going on below the surface – beyond the drinking – and help him get to the root of his problems.”

Lockwood admitted that he's not certain his fellow recruiters all understand what Reisinger's going through, with the alcohol abuse and addiction to the medication he had been taking since March 2008 for depression, anxiety and post traumatic stress disorder.

“I don't think they understand the daily struggle with that, so there is some jealousy about the work schedule he has now to keep up with his medical appointments and treatment schedule,” Lockwood said.

It means a lot to Reisinger that his leadership is allowing him to get the help he needs. He said he truly appreciates that the company commander and first sergeant kept his situation completely confidential.

“You wouldn't have even known it was happening to him. I made it clear to the team he was part of the team, but that some personal business doesn't have to be shared,” said Conyers, adding that it makes things easier for the Soldier to recover.

He and the commander kept it on a need-to-know basis. They let Reisinger tell his fellow NCOs – outside of those in his station – about what he went through when he was ready.

“It could have easily been one of us,” said Wilson, who believes they saved Reisinger's life. “You have to think about

how you would want to be treated.

“You really do have to know and understand your Soldiers. Ensure your Soldiers believe in what you say and they will really feel confident and coming forward and saying, ‘Hey, I need some help,’ ” Wilson said. “It's not all about recruiting, and it's not all about the numbers. It's about taking care of people.”

Reisinger agrees. He said he believes strongly that he'd be dead right now if they hadn't stepped in. Instead, he just re-enlisted for six years and is heading to Fort Drum – and potentially another deployment, which he said he is looking forward to. He said his experiences on recruiting duty have made him a better leader and able to help his Soldiers in the future, especially those on their first deployment.

Reisinger urges first line leaders to pay a little bit more attention to their Soldiers, to “see a little deeper than what they are achieving; see what's behind the gold badge.”

“I would never be the one you'd expect because I have achieved. I know there are others like me out there, possibly worse, and just because they've earned their ring or medallion doesn't mean they're not going to jump off a bridge.”

That Soldier might show up on time every day, look sharp in his uniform, flash a charming smile and make the mission, but underneath is working so hard to keep up that façade, he said.

“I made it look so good that no one thought I had an issue when I went home every night. I just want to be able to keep others from going through what I have. If I can help just one Soldier, it's worth it.”



Future Soldier Spouses Have Helpful Home on the Web

U.S. Army Future Soldier Center

When the Future Soldier Center (FSC) staff first began making direct phone calls to Future Soldiers across the command in May 2006, they often found themselves speaking with the spouse or family member of the Future Soldier they were attempting to contact. It was through these direct interactions that one thing became very obvious: the families of these new Soldiers have questions - lots of questions.

As the demand for more and more information became evident, the FSC began looking at ways to provide a better service to meet the needs of family members before and after their new Soldier shipped to training.

In December 2006 the Family Information Center (FIC) was formed with the goal of becoming a one-stop source of information for Future Soldiers' spouses and family members. Ideas and concepts were put in motion geared toward helping families adapt to their new lifestyle.

"The earlier a new Soldier and family members become aware of the Army family and what it means to be a part of the Army team, the greater the propensity that this new Soldier will honor his or her commitment to enlist and successfully ship to training,"

“The earlier a new Soldier and family members become aware of the Army family and what it means to be a part of the Army team, the greater the propensity that this new Soldier will honor his or her commitment to enlist and successfully ship to training.”

John Dunlosky, FSC branch manager

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Future Soldiers who had a spouse actively participating in the FIC program experienced a 98.5 percent ship success rate in Fiscal Year 2009.

The FIC is staffed with four Army spouses – two active and two retired – who bring with them a wide array of experiences to share with families new to the Army. Direct spouse-to-spouse communication lends immediate credibility to the conversation and serves as an excellent catalyst for the development of rapport and trust between the Army and the new Soldier and his or her family.

"Just knowing there are others who are going through exactly what I am going through has helped," said Nicole B., in an FIC Web site testimonial. "I can laugh, share, brag about our Soldiers and families and cry with them and they get it. Whenever I have a question that needs an immediate answer I can turn to this site or phone Cindy Smith."

The FIC communicates with spouses via telephone, e-mail, online live chat and social networking/blogging through the www.armyfic.com Web site.

"We contact all married Future Soldiers across the command and we provide the new Soldier and his or her spouse an initial introduction to let them know who we are and what we do," said Dunlosky.

"We also introduce spouses to the FIC Web site, armyfic.com, where they have an opportunity to become a part of an extremely active online community of Future

JULIA BOBICK





Cindy Smith and Rosemary Deckard are two of the four Army spouses on the Future Soldier Family Information Center staff.

Soldier spouses across the Nation. Spouses can find support here 24 hours a day."

Initial contact is made by phone or through an e-mail sent to the Future Soldier's AKO account, which has proved successful. Using this dual contact strategy, the FIC has enrolled more than 2,300 new spouses into the program in fiscal year 2010.

FIC enrollment is completely voluntary; the program is open to validated Future Soldier spouses and monitored and mentored by the FIC staff.

"This controlled registration and membership creates a unique community in which the spouse feels more secure and confident in interacting and asking questions," Dunlosky said. "One of the greatest benefits of the Web site is it allows the new spouse the opportunity to ask the many questions that arise before and after a Soldier ships to training to others who have experienced the exact same feelings and concerns."

During conversations with new spouses, it is not uncommon for the FIC to uncover potential ship issues which could lead to a FS not shipping, according to George Silva, G3 Cyber Division Chief. All identified issues are forwarded to the recruiting station and company leadership for their situational awareness and review to determine if any action may be warranted. This direct notification and open communication between the FIC and the field has led to early recruiter intervention on many issues that could have resulted in a loss but instead resulted in successful

FY 10 Future Soldier Family Information Center Web Stats

Total members: 2,905

Total visits: 65,725

Total page views: 1,003,637

No. 1 activity: discussion threads

No. 1 thread: Where are you ladies from?

Discussion topics: 3,292

Posted responses: 33,687

As of April 8

Soldier sustainment. He said the center also operates a toll-free hotline (877-535-6387) that is available for spouses to call in the event of an emergency situation requiring assistance.

As the FIC online community has grown, the spouses have developed friendships which have transcended the internet and manifested into face-to-face meetings at graduations and family days.

"As the new spouses move through their timeline from preparing to ship, through training and finally to preparing for graduation, we see a great deal of cross sharing of their experiences with one another and the newer spouses," Dunlosky said.

About a dozen spouses provided such consistent, honest and accurate information while participating in the Army FIC they were invited to remain a part of the FIC community as volunteer spouse mentors. These mentors have the ability to provide real time and accurate information regarding a variety of topics ranging from current housing list waiting times to child care facilities. The center's goal is to have at least one spouse mentor for every duty assignment available.

"If I ever needed to laugh, cry, complain, ask a question that had been asked a thousand times over I knew I could do it on this forum without fail. I would urge any new military spouse to log on to this site, there are plenty of us here ready to welcome them to the Army family!" said Cleotia Marrow, whose husband is currently in advanced individual training.

TEAM DEVELOPMENT & LEADERSHIP

PART 1

By Rick Welling
Chief, Doctrine Division,
Recruiting and Retention School—Forward

“Soldiers will not follow any battle leader with confidence unless they know that he will require full performance of duty from every member of the team.”

— Gen. Dwight Eisenhower
Crusade in Europe

Learning to Lead

Will your Soldiers follow you?

Your ability to motivate Soldiers in both a garrison and a combat environment will determine your effectiveness as a leader. Success in prolonged military operations depends largely on the ability of leaders to develop well-trained, motivated, cohesive, operation-ready teams. It is imperative that we build teams in a garrison environment as if we were in a combat environment.

The principles discussed in this and future articles focus on the formation, development and sustainment of unit teams in both environments.

To be the best leader you can be, you must know what motivates your Soldiers. You need to know “who they are.” The first step is to learn where they came from. They all have some basic things in common.

First, they are all volunteers. Second, they come from almost every segment of society and many come with certain biases and perceptions common among those segments. Third, they all have certain expectations from an assignment to USAREC or any other unit.

Last, they all expected something from the Army when they joined or reenlisted — perhaps money for college, an escape from small town USA, trust and respect for their recruiter, the status and respect they may earn as a Soldier, or the satisfaction that comes from a life of service.

Some Soldiers may not be able to articulate their reasons for joining or choosing to remain in the Army, but every Soldier has a reason and a story.

Your Soldiers are the sons and daughters of the nation. They are entrusted to the Army's care, its training and its leadership. The first events in a Soldier's life in your unit will make critical and lasting impressions.

What you do to orient newly assigned Soldiers will determine how effectively they learn their roles. Remember, if you do not teach your Soldiers what you expect of them in their jobs, someone else will. What they learn from someone else may not be square with your organization's values and goals. An effective entry and continuing socialization program is critical if you are to build a cohesive team.

Throughout your career, you have been a member of many teams. To be designated a good leader, you not only have to practice sound leadership skills, but you also have to be a good team member.

Team development skills are tools that can help you motivate Soldiers and build cohesive units. Developing these skills will also make you a better Army recruiter.

Teamwork thrives when Soldiers on the team are closely associated with each other, both on and off duty. Relationships, friendships, and teamwork should spill over into the housing area, the restaurant, the bowling alley, the chapel, the MEPS, and the gym. Such camaraderie increases esprit de corps and greatly enhances the leader's influence.

The goals of team development or team building are based upon several assumptions about the nature and functioning of organizations.

Most important among them is teams are the basic building blocks of an organization. To consciously guide the development of unit teams, you must understand why people join teams in the first place.

People join the Army team for four main reasons.

They need to belong.

They enjoy certain team activities.

They are attracted to a certain type of people.

As a means to an end.

Soldiers join the Army for one or more of these reasons. The Army, however, is a large, impersonal group. People who enlist may expect to have their needs met simply by joining, but very few Soldiers are satisfied simply by being members of the Army.

The Soldiers will look to the "leader" and the team to fulfill their expectations. By knowing why your Soldiers joined the Army and why they did or didn't reenlist, you can be in a position to meet their expectations and thereby build a cohesive team and enhance performance.

When you arrive at your battalion to in-process to your new leadership position, you notice that Sgt. Jones, a new recruiter, has just arrived and has been assigned to your unit.

The following week, your new unit has a scheduled training event. You approach Jones and ask him how everything is going. He seems a little "down"— much different from the energetic young sergeant you met only a few days ago.

The Soldier explains that his station commander reprimanded him in front of his wife and son. The station commander was upset because Jones didn't make any appointments the night before. Jones tells you this isn't the way he wanted to start off. He fears he has made a terrible first impression.

The first time Jones's station commander talked to him personally, it was to reprimand him.

The Soldier tells you he loves the Army and always wanted to become a recruiter. He explains that he tried to make an appointment, but had to meet his new landlord to sign the lease and make arrangements to have his household goods delivered.

Jones further explains that the station commander told him he shouldn't have signed a lease.

"You won't be staying long," Jones says the station commander told him. The leader noted Jones's inability to make an

appointment and his "non-team-player attitude." The station commander, said Jones, suggested his new recruiter had been "taking care of personal business on his time."

When we join a new group, we try to avoid such unpleasant experiences. Often, however, the process of becoming a valued member of a team is uncomfortable for the Soldier and poorly handled by the unit.

You must understand how an individual Soldier becomes an accepted member of the unit and how he or she sheds the "newbie" title.

A new recruiter may be a sergeant with only one assignment under his or her belt: a staff sergeant coming from three years in Europe where he was the best squad leader in the best company in his division; a squad leader returning from Afghanistan with a Purple Heart and a Bronze Star; or a young captain fresh out of his career course.

All Soldiers come to their new unit with certain fundamental skills, knowledge, and attitudes. These are their initial contributions to the unit.

By socialization, we mean the process by which new Soldiers acquire the skills, knowledge, and attitudes unique to their new unit and are accepted into the unit.

The goals of the process should be that the new Soldier will:

Be individually committed to the team.

Internalize the values of the new team.

Provide innovative input to mission accomplishment.

Develop a mutually satisfying psychological contract with the new team.

Next month, look for a detailed discussion about the goals of socialization and the actions that leaders can take to help a Soldier become a member of the unit.

PLAY IT SAFE

SAFETY
LEADERS
SOLDIERS
FAMILIES

Summer Campaign Focuses on Off-Duty, Family Activities

U.S. Army Combat Readiness/Safety Center

The summer season is fast approaching and the Army is continuing its commitment to safeguarding Soldiers, Army civilians and their families with the launch of the 2010 Safe Summer campaign.

"Historically, our off-duty fatality rates inevitably increase from April to September," said Brig. Gen. William Wolf, U.S. Army Combat Readiness/Safety Center commanding general and director of Army Safety. "In fiscal 2009, almost 40 percent of our accidents occurred during this time frame, with [privately owned vehicle] and motorcycle accidents leading the way every month."

Once again this year, the 2010 Safe Summer campaign stresses the importance of proactive, prevention focused risk mitigation during summer months. The campaign, which runs through Sept. 30, will encourage members of the Army family to have fun this summer but keep a watchful eye on the risk associated with every activity.

"Our Soldiers are working hard and playing harder than ever and we are not telling them to stop what they're doing," said Wolf. "Instead, we're asking them to 'Play It Safe' in all their off-duty activities, because safety is the key to ensuring a good time for all."

Campaign materials, including articles, posters and videos, are available on the U.S. Army Combat Readiness/Safety Center Web site and emphasize teamwork and the need for extra precautions during the high-risk summer months ahead.

Products are available for downloading, allowing leaders at any level to tailor their summer safety messages and briefings to meet the needs of their Soldiers and families.

"Soldiers talk about what they're doing in their off-duty time, even if a leader isn't always within earshot," said Command Sgt. Maj. Michael Eyer, senior noncommissioned officer for the U.S. Army Combat Readiness/Safety Center. "This is why it's so important for our families and battle buddies to educate themselves about summer risks, take an active interest in their Soldiers' safety and intervene when the risks become too great."

More information about the 2010 Safe Summer campaign can be found by visiting <https://safety.army.mil>, and clicking on the Safe Summer icon at the bottom of the page.

Boating

Cycling

Swimming

Traveling

Diving

Running

Off-Roading

Camping

Hiking

Whatever the Activity, Make it Safe!



Former Recruiting Company Commander:

Be There for Your Soldiers or You'll Be Another Commander Just 'Passing Through' USAREC

By Maj. David H. Franz

I'd heard many "horror stories" about recruiting, mainly from those who had never done it, and was determined to go in with an open mind. What I found were several requirements that took a lot of adjustment, but remained consistent. As a commander, the main areas of focus must be taking care of Soldiers and families, and balancing mission and personal requirements.

Taking care of Soldiers and families reaches a new degree of difficulty in recruiting, as the distance between you and your subordinate units extends well beyond the parent base – if there even is one.

Family Readiness Groups take on added importance when trying to distribute information to Soldiers and spouses. If all your FRG does is get the word out successfully, meet once a quarter and conduct two fundraisers a year, your group is already far more successful than most others.

Commanders, first sergeants and command sergeants major must never forget to tell their subordinates how much they appreciate the hard work and sacrifices that go into this kind of job, regardless of any current struggles. These tie into balancing mission and personal requirements.

Balancing mission and personal requirements determines whether a recruiting command makes or breaks you. In USAREC, "the mission is the mission." Whether you think your mission is too high and missions in other areas are too low is irrelevant; it's still your mission.

The reason you are in the position of commander is to motivate your unit to accomplish the required mission by all legal and ethical means necessary.

As a leader, though, you have a family and a personal life as well. If you, as a leader, cannot balance your work and personal life, specifically going home, how can you expect the same from your subordinates?

At the time I left command, the commanding general instituted a policy ending the work day at 5 p.m. (no later than 8 p.m. for leaders). The intent was sound, but it is up to leaders all the way down to the station level to ensure it is properly utilized, enforced and effective.

A "hey you" tasking will always happen when you are least ready for it, such as for big events, but as long as you're flexible and balanced, you and your Soldiers can adjust.

Overall, command in USAREC is an enriching and rewarding experience. To make it such, leaders need to

ensure they don't break themselves, their Soldiers and their families in the process.

What set in when I left command was simple: My Soldiers still stay in contact with me; they don't hate me; and the numbers never come up in conversation. The mission will always be there; it was there before you arrived, and it will be there when you leave.

However, if you aren't there for your Soldiers, you'll just be another commander who was "passing through."



"Balancing mission and personal requirements determines whether a recruiting command makes or breaks you."

Franz, who a year ago relinquished command of the Downers Grove, Ill., Recruiting Company, wrote this article as a Command & General Staff College student.



PATRICE COFFEL

Sergeant Vince Vandermaarel, Staff Sgt. John Young and Erin Cofiell jump to see Baton Rouge from the skies. Cofiell accepted the challenge to tandem jump with the Screaming Eagles and earned her jump wings.

Army Red Stick Bowl Marketing Plan Pays Off for Baton Rouge Battalion

By Jennifer Villaume
Baton Rouge Battalion

Prior event planning for the eighth consecutive U.S. Army Red Stick Bowl paid off as the top high school football athletes from the greater Baton Rouge area played before an enthusiastic crowd at Olympia Stadium in December.

The planning started in July with the formation of the Red Stick Committee, led by Sgt. 1st Class Karen Urban, Tiger Town station commander, game organizer and founder Barrett Murphy and the battalion advertising and public affairs section.

"Our intent was to not only increase game attendance, but also give back to the community and open doors at our high schools," said Urban.

A four-phase marketing plan was formed to achieve this by leveraging local media personalities to promote the game, leveraging TAIR assets at priority high schools, using social media to promote the game and hosting a 5K run to benefit the Wounded Warrior Program.

To jump-start the process, the selection of the media coaches was made in July. Local sportscaster Erin Cofiell and television news reporter Emily Turner were selected based on their popularity with the 17- to 24-year-old demographic.

Guaranty Broadcasting's Gordy Rush volunteered as the sideline reporter and provided valuable insight of the game.

By gaining popular personalities, the Red Stick Bowl and the Army brand gained credibility and media support. Posters were made featuring the media coaches and distributed to the schools in August to show support and promote the game to the student body. Many players kept the posters after the game and had them signed by Cofiell and Turner — a great keepsake for years to come.

"I was happy to help promote the game over the air ... and thrilled to have the ability to do so. I think the game is just what Baton Rouge needs, a great opportunity to showcase our local talent," said Cofiell. "I was honored to be a part of the U.S. Army Red Stick Bowl. I had a blast and thought it was a great experience."

"The posters were above and beyond anything I ever expected," said Turner. "The organizers involved really went the full distance in preparing [them] and making sure this was a memorable experience for everyone who took part in it."

The second phase of the marketing plan was to use social networking via Facebook. Social networking has become a strong tool to share information and create connections especially in the age demographic for recruiting.

For example, one high school player invited 70 friends to the game using the event link and driving them to the fan page. The page also promoted the event's media coaches and the Army prizes to be awarded during half time.

Facebook is a free and easy tool to better inform the community about what the Army and recruiting has to offer. Using social networking tactics in the marketing plan can grow the fan base, tap into shared values with the community and create brand awareness.

The third phase involved high school penetration, which began in August with recruiter presentations to players and classrooms to promote not only the game, but also March2Success and ASVAB testing.



The 101st Airborne Division's Screaming Eagles Parachute Team came to Baton Rouge the week leading up to the game to give jump demonstrations and classroom presentations at area high schools. The team even parachuted in the player jerseys.

"The events gave us the opportunity to speak with high school students and are a great way for us to promote the Army and fill our ranks in the future," said 101st Airborne parachutist Staff Sgt. John Young. "They allow us to show off the Army as a whole — being a team with diverse job skills — parachute rigger, combat medic, fuel handler, military police and infantry — allows us to give a total Army picture."

Building upon the uniqueness of the team, recruiters were able to enter the high schools and engage their students with a different perspective of available Army jobs.

"Using our jump team as a recruiting tool definitely boosted the Army's and recruiters' visibility at those venues," said team leader Sgt. Sam Chick. "After each jump, we were inundated with questions by students, anything from skydiving questions to general questions about what the Army is like day to day. Having recruiters nearby helped tremendously in fielding these questions and provided them with valuable face time."

The Screaming Eagles challenged Cofiell to a tandem jump before game day, which she happily accepted.

"When offered the opportunity to jump, I was ecstatic. It is truly an experience I will remember for the rest of my life and I cannot think of a better group to jump with. They were very helpful in making me feel comfortable every step of the way," she said.

She promoted the challenge on the news and on her own Facebook page viewed by her 2,200 friends.

After the game, Command Sgt. Maj. Michael Mathis offers congratulations and encourages members of the Black Knights and Rough Riders to continue to be top achievers. The Red Stick Bowl showcases top talent from 45 area high schools.

JENNIFER VILLEAUME



SGT. VINCE VANDERKAMER
Erin Cofiell, media coach and sportscaster for WAFB channel 9, and Staff Sgt. John Young, 101st Airborne Parachute Team, free falling during her tandem jump, earning her "jump wings". Cofiell accepted the challenge to promote the Red Stick Bowl.

"I posted pictures from my experience on my Facebook account and received numerous comments, mostly from friends that couldn't believe I'd gone through with it," said Cofiell. "I definitely think it raised awareness about the Screaming Eagles and will continue to do so."

On the playing field before the game, the team parachuted into midfield delivering the U.S. flag and game ball.

"This just froze the people in their spots," said Murphy. "Having the American flag land right in the stadium was unbelievable. It was patriotism at its best and added so much to the event."

The fourth phase of the plan was to add value to the pre-game event and give something back to the community. Murphy organized a barbecue cook-off, a 5K walk/run for the Wounded Warrior program and an antique car show to create a family picnic atmosphere.

Turner participated in the run that morning saying, "I am a runner. I enjoy running, but it is extra special when it is for a good cause, and the wounded warrior organization is beyond a worthwhile cause."

"On a frigid December morning the community pulled together uniting over a hundred runners and walkers together," he added.

Everyone who ran that morning received free admission to the bowl game. "By leveraging all the assets at the Red Stick Bowl, recruiters were able to increase Army awareness, display community involvement and give our Soldiers the opportunity to tell their Army stories to the Baton Rouge community," said Maj. Dion Freeman, Baton Rouge company commander.

The planning was well worth it — the paid attendance increased to 3,500 over the previous year with an estimated 5,500 in total attendance, resulting in over 150 qualified leads.

With more than one million media impressions, the events provided Army advertising and awareness to not only the Baton Rouge area, but also segments of New Orleans and Lafayette.



Marine One Day, Soldier the Next

By Capt. Adrian Humphreys
Valdosta Company

Staff Sgt. Gabriel Lord had no idea it would be so easy to enlist a Marine Sergeant in the U.S. Army.

"Enlisting Sergeant Applegate, a basic musician/electric bass guitar player assigned to the Albany Marine Corps Band, truly the easiest contract I had in over 18 months on recruiting duty," Lord said.

The way everything happened, almost seems too good to be true as Applegate basically kept the same rank and the same job he had from the [Marine Corps]. Moreover, he did not have a break in service because he was receiving an honorable discharge and already had the credentials to go directly to an Army Band.

Several days before his honorable discharge from the Marines, Applegate walked into the Albany Station.

He explained that he truly enjoyed his job as a instrumental bass guitarist with the Albany Marine Corps Band, but realized that due to the relatively small size of the Marine Corps he would not gain the pace and level of promotion he could in the Army. He also explained that in less than 10 days he would successfully complete his initial three-year obligation in the Marines, but could not afford to lose a paycheck. In addition, he would need to find accommodations for his family who lived in government housing.

Applegate was elated to discover he could enlist in the Army seven days before his discharge from the Marines, and could ship/report to an Army unit on his discharge date.

He enlisted in January 2010 and on his ship day received pinpoint orders to the 399th Army Band at Fort Leonard Wood, Mo. With orders in hand, Applegate and his family drove from



Albany Recruiting Station Army recruiter Staff Sgt. Gabriel Lord congratulates USMC Sergeant Kenneth T. Applegate.

STAFF SGT TROY ADAMS

the Jacksonville MEPS to the Fort Leonard Wood reception center.

Applegate said he is excited to join the Army and was surprised that the transition from Marine Corps to the Army went so smoothly.

The band members assigned to his Army unit have been very supportive, according to Applegate, and did everything to ensure he and his family had an easy transition.

While the title of his job changed from Basic Musician/Bass Guitar (USMC MOS 5524/4448) to Bass Guitar Player (Army MOS 42R9U), he is still playing the same instrument and several of the same songs.

Mobile Army Medical Exhibit Visits a Spring Texas High School

By John L. Thompson III
Houston Battalion

The Klein Collins High School in Spring, Texas, hosted the Army Medical Department Adventure Van, allowing students and faculty to explore the variety of Army medical careers for enlisted Soldiers and officers.

For many who viewed the mobile exhibit based inside an expandable 18-wheeler it was an eye opening experience. According to Sergeant 1st Class Ernesto Lozano, it is a common reaction.

"They (students and faculty) don't know what capabilities (medical) the

Army has in the field. When you start telling them about all these jobs and abilities to provide care to Soldiers they are surprised about what the Army can do."

Private Anne Kowalczyk, a Klein Collins High graduate, had always wanted to be what she has become, an animal care specialist. She discovered quickly the Army has most of the veterinary technician positions in the military.

For her this was a chance to share about what she gets to do in the Army.

"Right now I am just planting seeds and hopefully those seeds will have people joining the Army."

One of many impressive parts of the exhibit is video demonstrations of robotics. The robotic systems include robots that can remotely retrieve wounded Soldiers from the field and robots that can perform care and surgery.

Another aspect of the exhibit that impressed the students and faculty was the Forward Surgical Team (FST) in which doctors and other medical specialists travel as teams out onto the battlefield to perform life saving medical procedures. The state of the art portable equipment of the teams drew attention to how innovative Army medicine has become.

"The Army is very capable of doing things other than using weapons, [including] specialties such as medical, logistics and intelligence," explained Sgt. 1st Class Ernesto Lozano. "Our Soldiers are specifically trained on those subjects."

Lozano said the school principal was so impressed with the exhibit, he had assistant principals and counselors experience the van.

Lozano says the exhibit dispels preconceived notions about what Army medicine is all about.

A Commissioning to Remember

6th MRB

March 1 proved to be a very special commissioning day for a 6th Medical Recruiting Battalion Future Soldier, 1st Lt. Christopher Brown, who had the distinct honor of being commissioned by Maj. Gen. Donald M. Campbell Jr., USAREC commanding general.

USAREC's command team, Campbell and Command Sgt. Maj. Stephan Frennier, were on a Pacific Rim tour visiting the Portland Recruiting Battalion when Capt. Randy Wilson, Vancouver, Wash., medical recruiting station officer in charge, saw a great opportunity for his Future Soldier.

Wilson contacted the Portland Battalion Commander, Lt. Col. Leonard Law, and made arrangements for a commissioning ceremony at the Portland Battalion area for his Future Soldier.

Upon hearing the opportunity to have the commanding general commission him, Brown was all in. He agreed with his recruiter that it was a great honor and said it was, "something he would always remember!"

Brown is originally from the Washington, D.C., area.

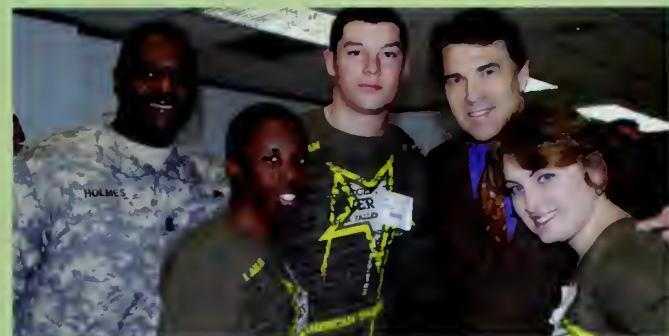
After graduating Magna Cum Laude with Distinction in Psychology from the University of Pennsylvania in 2006, he traveled to Forrest Grove, Ore., to attend Pacific University's Clinical Psychology Program. He will with a Doctorate in Clinical Psychology this month with a 3.9 GPA.

Brown was selected to participate in the Clinical Psychology Internship Program (CPIP) and will perform his internship at Madigan Army Medical Center at Fort Lewis, Wash.

Upon accessing onto active duty from school, Brown will be recommissioned as a captain in the Medical Service Corps.



Future Soldier 1st Lt. Christopher Brown with Maj. Gen. Donald M. Campbell Jr. after receiving his commission into the U.S. Army.



Dallas Recruiting Battalion Command Sgt. Maj. David Holmes, Future Soldiers Krystal Jackson and Corbin Pitt, Governor Rick Perry and Future Soldier Jenneh Maddoux.

Texas Governor Celebrates with Send Off

*Story and photo by Len Butler
Dallas Battalion*

Marking the celebration of Texas Independence Day, Texas Governor Rick Perry gave future Soldiers, sailors, airmen and Marines a Texas-style send off as he administered their oath of enlistment at the Dallas Military Entrance Processing Station March 2.

Perry told the 24 enlistees that their decision to join the military could not have been a hasty decision.

"As someone who has worn the uniform of our country, I can tell you that the decision to join the military was not made easily," he said. "It was a thoughtful process that you went through but it is also a decision that will help to preserve our nation against all its enemies, foreign and domestic."

"Some of you who raise your right hand today might get the opportunity to patrol the front lines in Afghanistan or you might find yourself in a support role far from the battlefield. You may even help our state recover from a natural disaster," Perry added. "But no matter the challenges you are faced with, your military service brings you to the forefront in our country, and you are part of a very special group of men and women and know this, that the people of this state and the people of this nation are very grateful for your sacrifice."

Perry said the state of Texas has enjoyed a strong relationship with veterans throughout its history and he emphasized how the state honors their veterans when they return from their service obligations.

"You are part of a very special group of men and women and know that this state and its people are very grateful for your sacrifice," he said. "Know that your state is committed to doing what's right for you when you return. You do your part and we'll do ours, taking care of you when you return, because that's the way Texas has always been."

Following the enlistment ceremony, Perry participated in a cake cutting and talked with military personnel, enlistees, parents and spouses.



Two juniors competing in the sporter class prepare for a match at the 2010 U.S. Army Junior Air Rifle Championships. More than 900 junior shooters from 41 states started the competition in state matches in January. The top 10 teams and individuals from each class earned their way to the U.S. Army Marksmanship Unit's Pool Indoor Range for the national championship in March.

USAMU Hosts Junior Championship

*Story and photo by Michael Molinaro
U.S. Army Marksmanship Unit*

The U.S. Army Marksmanship Unit continued its full-fledged support of America's youth when it hosted the 2010 U.S. Army Junior Air Rifle Championships in March at Fort Benning's Pool Indoor Range.

This was the fourth year the Army sponsored the event, which fosters junior participation in prestigious state and national rifle competitions, promotes firearms safety and connects youngsters with the expertise and professionalism of the USAMU.

"Youth shooting programs require dedicated mentors in order to be successful and U.S. Army Soldiers are the ideal mentors and role models for our nation's youth," said Lt. Col. Daniel Hodne, commander, USAMU. "The Army's involvement in youth shooting programs is a perfect fit; the USAMU is designed to fill this role. We teach, coach and mentor junior shooters on a weekly basis."

The competition is conducted in two phases: a state championship postal phase and the national championships, said Sgt. 1st Class Kevin Heermann, accessions liaison, USAMU. State championship

matches enable sporter- and precision-class position juniors of all marksmanship levels an opportunity to test their talent against other junior shooters in their home states.

"Coming from numerous shooting clubs, high schools, junior ROTCs, 4-H and other organizations, there were more than 900 initial entries from 41 states participating in this year's state qualifying matches," said Heermann. "The best state championship teams then are invited to compete against the top junior teams and shooters in the nation, along with the 10 highest ranking at-large individual competitors in each class, at the National Championship."

The intense preparation for the competition makes all of the competitors winners before they even arrive, said Hodne. Becoming a good shooter requires discipline, focus, and commitment, all essential traits that translate directly to success in life.

Sixteen of the competitors at the championships will carry those traits with them to the military upon graduation from high school.

"I know it's going to open up a lot of opportunities," said Kamaren Braxton, New Market, Ala., who will enroll in the Auburn University ROTC program on a scholarship this fall. "If you're in the Army, it makes you a better leader and makes you better prepared for the real world."



Army Releases 1st Person Tactical Training Game

BCKS MilGaming Community of Practice

As part of a bold and historic new initiative to revolutionize Army training, TCM Gaming and PEO STRI have released the Virtual Battle Space 2 (VBS2) U.S. Army Lite official military first person tactical training game.

VBS2 U.S. Army Lite is a commercial-off-the-shelf game-based training platform, incorporating a high-fidelity semi-immersive environment and a scenario editor. The unique simulation engine provides realistic semi-immersive environments with large, dynamic terrain areas, hundreds of simulated military and civilian entities and a range of generic, geo-typical terrain areas.

The game is similar in many ways to the full version of VBS2, which was deployed to over 53 Army installations worldwide last year. This version contains many, but not all, of the capabilities of VBS2.

This version, which can be played against up to 11 Soldiers on a network, will allow Soldiers to have their own personal copy of this application, which they can train with as well as develop scenarios that are upwardly compatible with the full version of VBS2.

To obtain a copy, visit <https://milgaming.army.mil/>. Once at the MilGaming Portal, click on the "Downloads" menu item.

There are no distribution restrictions and the game is available to everyone. This military application may be installed on home computers.

Soldier support for VBS2 Lite is provided by the BCKS MilGaming Community of Practice at <https://milgaming.bcks.army.mil/>.

Defense Language Institute Awards 5,000th Associate of Arts Degree

By Brian Lamar
Strategic Communications

The Defense Language Institute Foreign Language Center (DLIFLC) awarded its 5,000th associate degree to Pfc. Tyler Rasmussen in March.

Rasmussen, a Georgia native, graduated from DLIFLC's 64-week-long Arabic basic course nearly 16 months after he began the program.

"I am definitely honored to have received this degree. Being the 5,000th [associate] degree recipient is really extra special," said Rasmussen. "I didn't know [DLIFLC] was an accredited institution and was excited to learn that because I had a lot of credits from college, and this was a way to get my degree."

DLIFLC averages about 625 associate degrees annually.

Servicemembers who enlist in military positions that require language training typically attend DLIFLC after basic train-

ing. When a student completes a basic language program with passing grades and a qualifying exit exam score on the Defense Language Proficiency Test, they have automatically earned 45 of the 63 credits required for their Associate of Arts degree, according to DLIFLC's Registrar Office.

"There are a series of additional general education credits that students are required complete in order to earn the DLIFLC Associate of Arts degree," said Dr. Robert Savukinas, DLIFLC's registrar. "If a student at DLI successfully completes the basic language program and transfers another 18 credits in the areas of English, Math, Natural Science, Social Science, Technology, and Physical Education, they can earn their AA degree from DLI."

"Students find it amazing that they are completing military training and are getting college credit for it. Students at DLI are paid to study, which I think is the best type of scholarship around," said Savukinas.

For complete program details, please visit the associate degree page at www.dliflc.edu.

All-Army Boxing Possible Path to Olympics

*Photo and story by Staff Sgt. Todd Pruden
Army News Service*

Olympic gold is on the minds of the 32 boxers who were selected to be a part of the All-Army Boxing Championship at Fort Huachuca in April.

All-Army Boxing is the first step active duty, National Guard and Reserve Soldiers can take to become recognized amateur boxers to hone their boxing skills and compete with the best in the Army.

"It's the best that the Army has to offer in a number of sports, not just boxing," said Sgt. 1st Class Christopher Downs, one of the coaches from the Army World Class Athlete Program, at Fort Carson, Colo. "All-Army does their sport for however long it's in season. Then [the Soldiers] go back to their unit."

However, those with the skill sets and potential may be offered the chance to step up to the next level, which is the Army World Class Athlete Program.

"Win, lose, or draw, if they show some kind of potential or the skill level that they may be able to compete successfully at the national and international level, they may be looked at and may be asked to come into the WCAP program," explained Downs.

Downs said that the overall goal of the WCAP program is to go to the Olympic trials.

"The World Class Athlete Program is solely based on trying to make the Olympic team," Downs said. "It's not a developmental program. It's guys that already stand out and show potential to move ahead on the international level."

However the All-Army program is a developmental program and the training and coaching the Soldiers are receiving are said to be top-notch and rigorous for those attending. Soldiers are learning adjustments in their techniques to enhance their competitiveness.

"This is probably the hardest I have ever worked out in my life," said Spc. Samuel Vasquez, a scout with Headquarters



Sgt. Alexis Ramos, a public affairs specialist at Fort Carson, Colo., works on his jabs during an All-Army Boxing workout at Fort Huachuca, Ariz.

Company, 1st Battalion, 110th Infantry Regiment, 28th Infantry Division, of the Pennsylvania National Guard. "I've never gotten pushed so hard. All of the coaches here make you push yourself to 110 percent, and they want to see you do the best. That's what I've experienced here so far."

The first step for these boxers to reach their goals of making the Olympic team is making the All-Army Team. The next level is competing in the Armed Forces Championship in California. And finally, they will compete in the CISM Championships to be held at Camp LeJeune, N.C., which is the premier amateur military championships event in the world.

GOLD BADGES

ALBANY
SFC Antwan Simmons
SFC Jeffrey Thivierge
SSG Dustin Purciful
SGT Adam Fontenot
SGT Daniel Schwalm

ATLANTA
SGT Danny Griffin
SGT Christian Young

BECKLEY
SFC Gerald Barber
SFC Miguel Childress
SFC Antonio Copes
SFC Domenic Desimone
SFC Lorenzo Hall
SFC Johnnie Williams
SSG Eddie Adams
SSG Michael Anderson
SSG Daniel Bailey
SSG Jessica Byrd
SSG William Carter
SSG John Connoer
SSG Rafael Estevez
SSG William Geary
SSG Benjamin Jenkins
SSG Anthony Marcheses
SSG Tracy Morgan
SSG Billy Nunley
SSG David Reynolds
SSG Jessica Trosper
SSG Benjamin Turmel
SSG Jarrod Worrell
SGT Raymond Bailey
SGT Jeffrey Barksdale
SGT Jared Diggs
SGT Michael Looney
SGT Laloni Moell
SGT Manuel Olguin
SGT Gregory Peters
SGT Jarrell Russell
SGT Daniel Saul
SGT Joseph Spenyovics
SGT Tramaine Taylor
SGT Naomi Watkins

COLUMBUS
SGT Patrick Dombroski
SGT Matthew Franke
SGT Christopher Klempner

DENVER
SSG Nathan Cohen
SGT John Thompson

MINNEAPOLIS
SGT John Evans
SGT Jeremy Knaak
SSG Jeffrey Griffin

NEW ENGLAND
SSG Jamara Cromwell
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SGT Lee Rutledge
SGT Randal Shorey

NEW YORK CITY
SSG Rodney Graham
SSG Cesar Santillan
SGT Allan McNeal

OKLAHOMA CITY
SFC Kenneth Evans
SSG Brian Klinkiewicz

PHOENIX
SSG Rene Aleman
SSG George Martinez
SGT Charles Hill

PORTRLAND
CPL Tyler Bridgeman

TAMPA
SSG Brian Snider
SSG Urbano Velazco-Parra

RECRUITER RINGS

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ATLANTA
SSG Jacob Hill
SGT Antonio Mcmillian

BALTIMORE
SSG Stephen Thomas
SGT Edward Tomago

BATON ROUGE
SFC Bryan Burton
SFC Perry Franklin
SFC Bridgett Joseph
SFC Christopher McGuffey
SGT Ralph Caudill
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BECKLEY
SFC James Byrd
SSG William Partrea

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SGT Steven Page

CLEVELAND
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SSG Daniel Mains
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COLUMBIA
SSG Mark Bird
SSG Laterrance Brewer
SSG Jolynda Cowher
SSG Charlie Ingram
SSG Mitchell Mast

COLUMBUS
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DENVER
SFC Russell Odell
SFC Corneluis Williams
SSG Terrance Cole
SSG Gary Connor
SSG Justin Smith
SGT Jason Bolton
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FRESNO
SSG Jamie Howard
SSG Edward Peralta
SSG Michael Rosario
SSG Richard Sullins
SGT Michael Dempsey
SGT Jorge Giessantos
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SFC Llorito Todd
SSG Jeremy Vincent Aguon
SSG Destry McMaster
SGT Anthony Barsoum
SGT Daniel Davis
SGT Juan Tavarez

MIAMI
SFC Raul Ortiz Fernandez
SSG Jose Aldanondo
SSG Luis Cruz

MILWAUKEE
SSG Thomas Gollier

MINNEAPOLIS
SSG Karl Halverson
SSG Roy Mitchell
SGT Anton Brown

MONTGOMERY
SSG Latosha Hall
SSG Travis Holiday
SSG Keather Mitchell
SSG Franklin Woods

MORRELL AWARDS

NEW ENGLAND	MINNEAPOLIS
SSG Michael Downin	SFC Shawn Kunkel
SSG Michael Lotz	SSG Robert Farrell
SSG Dominic Mazzotti	SSG Rudy Toman
SSG Eric Miller	
SSG Daniel Tetrault	
SGT Rodolfo Almanzar	
SGT Forrest Bellew	
SGT Carroll Gaither	
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SSG Eric Beauchamp	SFC Robert Judge
	SFC Matthew Odell
OKLAHOMA CITY	NASHVILLE
SSG Daryl Wright	SFC Antionette Pitts
SGT Justin Trivitt	SSG Philip Smalley
	SSG Leslie Wells
PHOENIX	NEW ENGLAND
SFC Jerry Bagwell	SSG Joseph Dougherty
SSG Jesse Hackett	SSG Andre Soares
SSG Joshua Pagan	
SGT David Bradford	
SEATTLE	PHOENIX
SGT Kevaughn Edwards	SFC Reynaldo Castillo
	SFC James Daniels
	SFC Joab Ramosceballos
SOUTHERN CALIFORNIA	SACRAMENTO
SFC Joe Falaminiano	SSG Robert Marin
SSG Jerome Hammes	
SFC Steven Lopez	
SFC Eduardo Melendrez	
SFC Jason Schelte	
SSG Leonard Alejos	
SSG Michael Carter	
SSG Matthew Curtis	
SSG Jason Daniel	
SSG Thomas McKinney	
SSG Charlie Truong	
SSG Matthew Twiss	
SGT Gilbert Torres	
SORB	SAN ANTONIO
SFC Aleah Ginos	SSG John Smith
SFC Michael Nelson	
SYRACUSE	SOUTHERN CALIFORNIA
SFC Joseph Taylor	SFC Enrique Balderrama
SSG Adam Clemens	SFC David Boedeker
SSG Tiffany Dixon	SFC Ricky Jaurigue
SSG Andrew Milczaowskyj	SFC Sonny Rollins
SSG Christopher Montgomery	SGT Christopher Granados
SSG Joseph Parra	
KANSAS CITY	SORB
SSG David Wilson	SFC John Ranger
LOS ANGELES	SYRACUSE
SSG Eric Moore	1SG Douglas Lloyd
	SFC Jeffrey Ege
	SFC Antonio Lindo
	SFC Joseph Taylor
	SSG Eric Howitt

THE TEST

1. _____ is the military, civilian and contracted support that provides the physical means for recruiters to work and accomplish the mission.

- a. Command and control (C2)
- b. Sustainment
- c. Prospecting
- d. Processing

2. _____ includes tasks associated with acquiring information, managing relevant information and directing and leading subordinates.

- a. Command and control (C2)
- b. Interviewing
- c. Processing
- d. Intelligence gathering

3. You have a group of applicants who have completed the processing cycle and taken the Oath of Enlistment. They are now considered Future Soldiers. What is your role in their Future Soldier Training Program (FSTP)?

- a. Planning such things as physical fitness training, counseling and warrior task training
- b. Helping them complete the processing cycle
- c. Speaking with their parents
- d. Your role is now complete

4. You have been assigned to a new recruiting station. When you arrive, you begin developing your Recruiting Operation Plan (ROP). What is your first step in developing your ROP?

- a. Develop a prospecting plan
- b. Creating your Recruiting Zone (RZ) calendar
- c. Scheduling interviews
- d. Gathering market intelligence

5. You have been developing your Recruiting Operation Plan (ROP) and have gathered and evaluated market intelligence.

What is your next step in developing your ROP?

- a. Planning Future Soldier Training Program (FSTP)
- b. Applicant processing
- c. Developing a prospecting plan
- d. Scheduling events

6. What are the basic objectives of the internal network?

- a. Provide you with real-time market and operational data
- b. Build relationships with members of the community who serve as centers of influence (COI)
- c. Reach and engage people effectively, boost recruiter efficiency and focus, and develop a common operating picture
- d. Establish relationships with school boards and community leaders

7. A recruiter you met at the Army Recruiter Course called to ask your advice about prospecting in the college market.

What is this an example of?

- a. Using the external network
- b. A recruiter who needs more training
- c. A recruiter struggling with his/her duties
- d. Using the internal network

8. You are attending an event with school counselors and local business people at a nearby high school. You take the opportunity to network with the attendees. What is this an example of?

- a. Using the internal network
- b. Using the external network
- c. Following leads
- d. Overstepping your bounds in the community

9. _____ is any action a recruiter takes to contact a lead.

- a. Prospecting
- b. Networking
- c. Interviewing
- d. Telephoning

10. A _____ is defined as a name, address, telephone number or e-mail address of someone who may agree to an Army interview.

- a. COI
- b. Prospect
- c. Applicant
- d. Lead

The answer key is on Recruiting ProNet. Look for the Recruiter Journal Test Answer link in the left column.

If you want to see the answer key, you must be a member of Recruiting ProNet. If you're not already a member, you're missing out on a great way to learn from other recruiting professionals. To apply for membership, click "Become a member" on the Recruiting ProNet home page: <https://forums.bcks.army.mil/secure/CommunityBrowser.aspx?id=51486>.

PHASE LINE SUCCESS



1st Brigade



2d Brigade



3d Brigade



5th Brigade



6th Brigade



Medical Brigade

March Fiscal Year 2010

Top Large Station

Fredericksburg
Baltimore

North Miami
Miami

Clarksville
Nashville

Harlingen
San Antonio

Whittier
Los Angeles

Milwaukee
3d MRB

Top Small Station

Lewisburg
Beckley

Havelock
Raleigh

Freeport
Milwaukee

Texas AMU
Houston

Canby
Portland

Wilkes Barre MRS
1st MRB

Top Company

James River
Beckley

Chattanooga
Atlanta

Knoxville
Nashville

Western Slope
Denver

Riverside
Southern California

Pittsburgh MRC
1st MRB

Top Battalion

Beckley

Raleigh

Nashville

San Antonio

Southern California

MRB
1st MRB

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